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Question Paper Code	14283
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

Third Semester

Master of Business Administration

24MBM308 - CUSTOMER RELATIONSHIP MANAGEMENT

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. Define Customer Relationship Management (CRM).	2	K1	CO1
2. List the various levels of CRM.	2	K1	CO1
3. Compare between cross-selling and up-selling with examples.	2	K2	CO2
4. Explain the role of call centres in CRM.	2	K2	CO2
5. Define Analytical CRM.	2	K1	CO3
6. What is Data Mining? Give one example of its use in CRM.	2	K1	CO3
7. Define Retailing.	2	K1	CO4
8. What are the key success factors for a retailer?	2	K1	CO4
9. Define Sales Force Automation (SFA).	2	K1	CO5
10. Explain Omni-Channel strategy in CRM.	2	K2	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Identify the various tools used for CRM and illustrate how they help in acquiring and retaining customers.	13	K3	CO1
OR			
b) Apply the concept, scope, and benefits of CRM in building long-term business relationships in FMCG Products	13	K3	CO1
12. a) Apply the principles of one-to-one relationship marketing to design a customer engagement plan for a company of your choice that enhances brand loyalty.	13	K3	CO2
OR			
b) Construct how call centers contribute to customer satisfaction and loyalty through effective CRM integration.	13	K3	CO2
13. a) Develop the data warehousing and data mining techniques to improve customer insight in a retail organization.	13	K3	CO3

OR

- b) Identify the implications of using Market Basket Analysis and Click stream Analysis in online marketing. 13 K3 CO3
14. a) Apply the concept of retail success factors to recommend ways a startup retailer can compete with established chains. 13 K3 CO4
- OR**
- b) Identify the importance of retailing in the growth of the Indian economy with suitable examples. 13 K3 CO4
15. a) Examine the principles of Sales Force Automation in managing customer relationships effectively. 13 K4 CO5
- OR**
- b) Analyze the process of CRM implementation and discuss factors that determine its success or failure. 13 K4 CO5

**PART - C (1× 15 = 15 Marks)
(Compulsory)**

16. **Case Study:** Amul – Leveraging CRM to Build Strong Customer Relationships 15 K5 CO5

Amul, India’s largest dairy cooperative brand, is a market leader in dairy products such as milk, butter, cheese, and ice cream. Known for its iconic “Amul Girl” advertisements, the brand has built a strong reputation not just on product quality but also on its customer-centric approach. Over the years, Amul has implemented effective Customer Relationship Management (CRM) strategies to strengthen customer loyalty, increase market share, and adapt to the rapidly changing Indian consumer landscape. One of the key pillars of Amul’s CRM strategy is its extensive distribution network. Amul reaches customers not just through large supermarkets but via local dairy outlets and small retailers in rural and urban areas. This wide network allows Amul to stay close to its customers and understand regional preferences, which helps tailor products and promotions accordingly. The company leverages its deep local presence to collect insights on consumer buying behavior and market trends, which feeds into its CRM system.

Amul’s CRM practices are further strengthened by personalized marketing and customer engagement efforts. The brand maintains active presence on social media platforms such as Facebook, Twitter, and Instagram, where it engages directly with consumers by sharing timely campaigns, responding to queries, and encouraging participation in promotional activities. The use of witty, topical ads featuring the Amul Girl keeps the brand connected to current events and customer sentiments, making its communication highly relatable. The Amul mobile app and website also play a role in its CRM ecosystem. These digital platforms provide customers with product

information, pricing, nearby outlet locations, and a mechanism to register complaints or feedback. Through these channels, Amul gathers valuable data on customer preferences and grievances, enabling quick responses and service improvements. Another important aspect of Amul's CRM is customer education and awareness. Amul regularly conducts campaigns focused on health benefits of dairy, sustainable farming, and hygiene practices. This helps build trust, especially in markets where product safety remains a concern. By positioning itself as a socially responsible brand, Amul deepens its emotional connection with customers. However, one of the challenges Amul faces in CRM is managing a highly fragmented and price-sensitive market. The company must continually innovate not only in product offerings but in customer service practices to remain competitive against both organized and unorganized players.

In summary, Amul's success in Customer Relationship Management lies in its ability to combine traditional distribution networks with modern digital engagement, personalized communication, and social responsibility. By listening to customer needs, maintaining close touchpoints, and delivering consistent quality, Amul has managed to become one of India's most trusted brands with strong customer loyalty.

Questions:

1. How does Amul's extensive distribution network contribute to its CRM strategy and customer relationship management in rural and urban markets?
2. Discuss the role of digital channels (mobile apps, social media) in enhancing Amul's CRM efforts. How effective are these channels in driving customer engagement and loyalty?
3. What are the major challenges Amul faces in managing customer relationships in a highly fragmented and price-sensitive Indian market, and how can it overcome them?